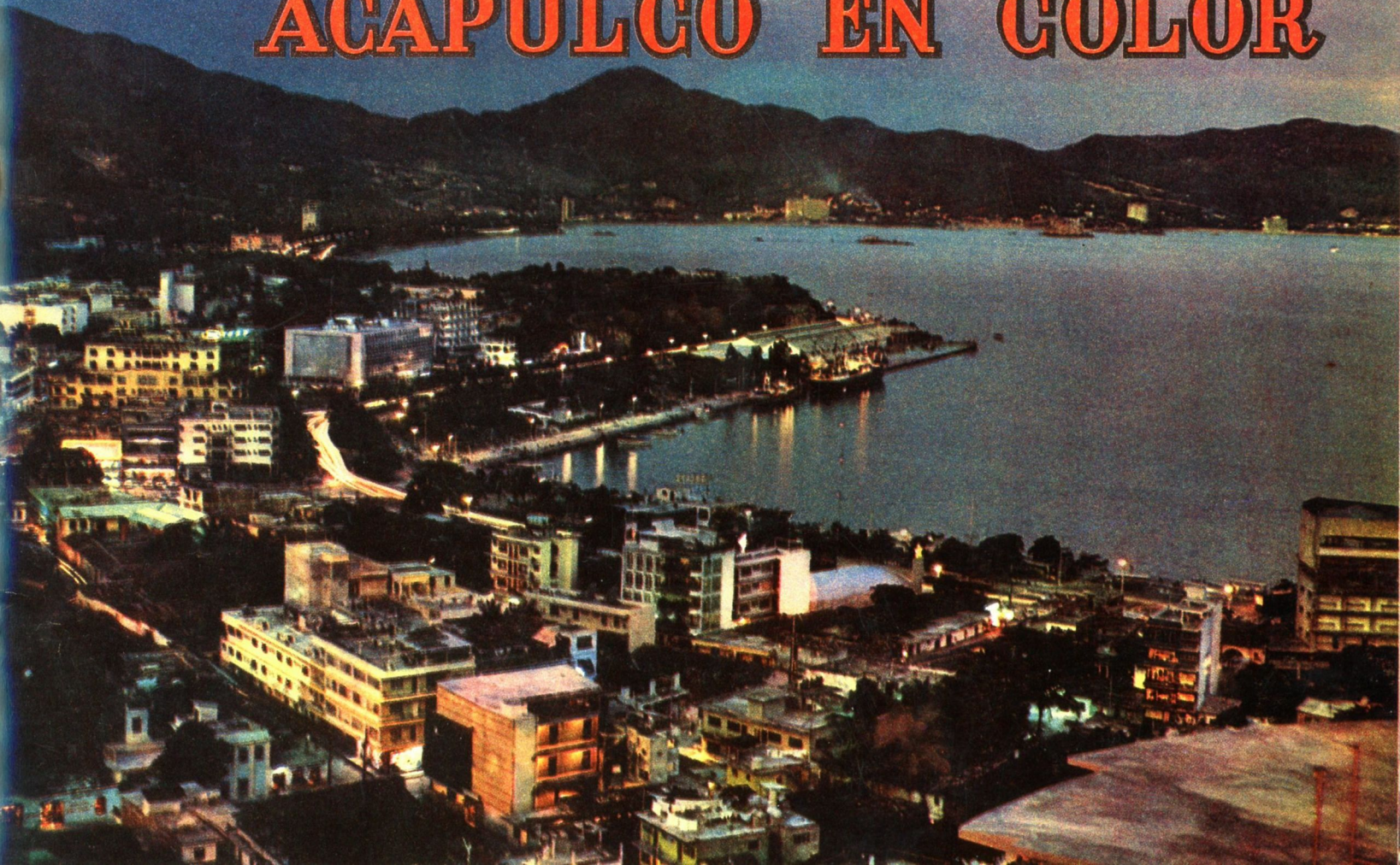


ACAPULCO EN COLOR



FOREWORD

Many people, among them artists, writers, travelers, have tried to define the charm that is Mexico. But they never completely succeed for the appeal of this great country lies in the combination of many things: the beauty of nature and the beauty of man-made wonders; the mystery of the Indian and the romance of the Hispanic heritage; the always-present, always dramatic contrast of the old and the new, the primitive and the sophisticated. The newcomer to Mexico feels this sense of drama to the full and however long he stays, it never quite leaves him.

Mexico is the third largest country in Latin America, and its climate the most varied on earth, considered one of the best.

Mexico in spite of change and progress and industrialization, remains partly primitive — and therein lies a great deal of its charm for visitors. The Mexican Folklore — Native Costumes and Regional Dances, are probably the most beautiful and colorful in the world.*

And with the nation's great advance economically and industrially, has gone too, a tremendous artistic development. In no other country have such strides been made in mural art with the late Clemente Orozco at the vanguard of the movement. Perhaps due for even greater fame is the younger Rufino Tamayo, who brings a fresh touch to Mexican painting. His work is more personal, as well as gay and more imaginative. In a style absolutely Mexican, he achieves universal expression.**

But whether it's research or just relaxing or having fun, visitors from all parts of the world find Mexico truly a treasureland, and the Mexicans themselves, have a quiet charm and a courtesy of manner the traveler will long remember.

* A new book MEXICAN FOLKLORE, comprising data on native costumes, dances, etc., has been released by Eugene Fischgrund, publisher of this book.

** Reproductions of Tamayo's paintings and those of other leading Mexican artists have been brought out by this editorial.

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ENGRAVINGS BY ANGEL MALDONADO PRINTED IN MEXICO



PANORAMIC VIEW OF ACAPULCO



CALETA BEACH IN ACAPULCO



TROPICAL VIEW OF ACAPULCO



PANORAMIC VIEW OF ACAPULCO



ROQUETA BEACH, ACAPULCO



CALETA BEACH IN ACAPULCO



PANORAMIC VIEW OF ACAPULCO



ACAPULCO AT NIGHT



2 CHAMPION JUMPERS IN ACAPULCO



HORNOS BEACH IN ACAPULCO



ICACOS BEACH ACAPULCO



SUNSET IN ACAPULCO



THE HAT DANCE-CHARRO AND CHINA



PANORAMIC VIEW OF TAXCO



PANORAMIC VIEW OF TAXCO



PANORAMIC VIEW OF TAXCO



PANORAMIC VIEW OF TAXCO



PANORAMIC VIEW OF CUERNAVACA



PANORAMIC VIEW OF TAXCO



CATHEDRAL OF SANTA PRISCA. TAXCO



THE ZOCALO IN ACAPULCO



SWIMMING POOL OF SAN JOSE PURUA



MONUMENT OF THE REVOLUTION

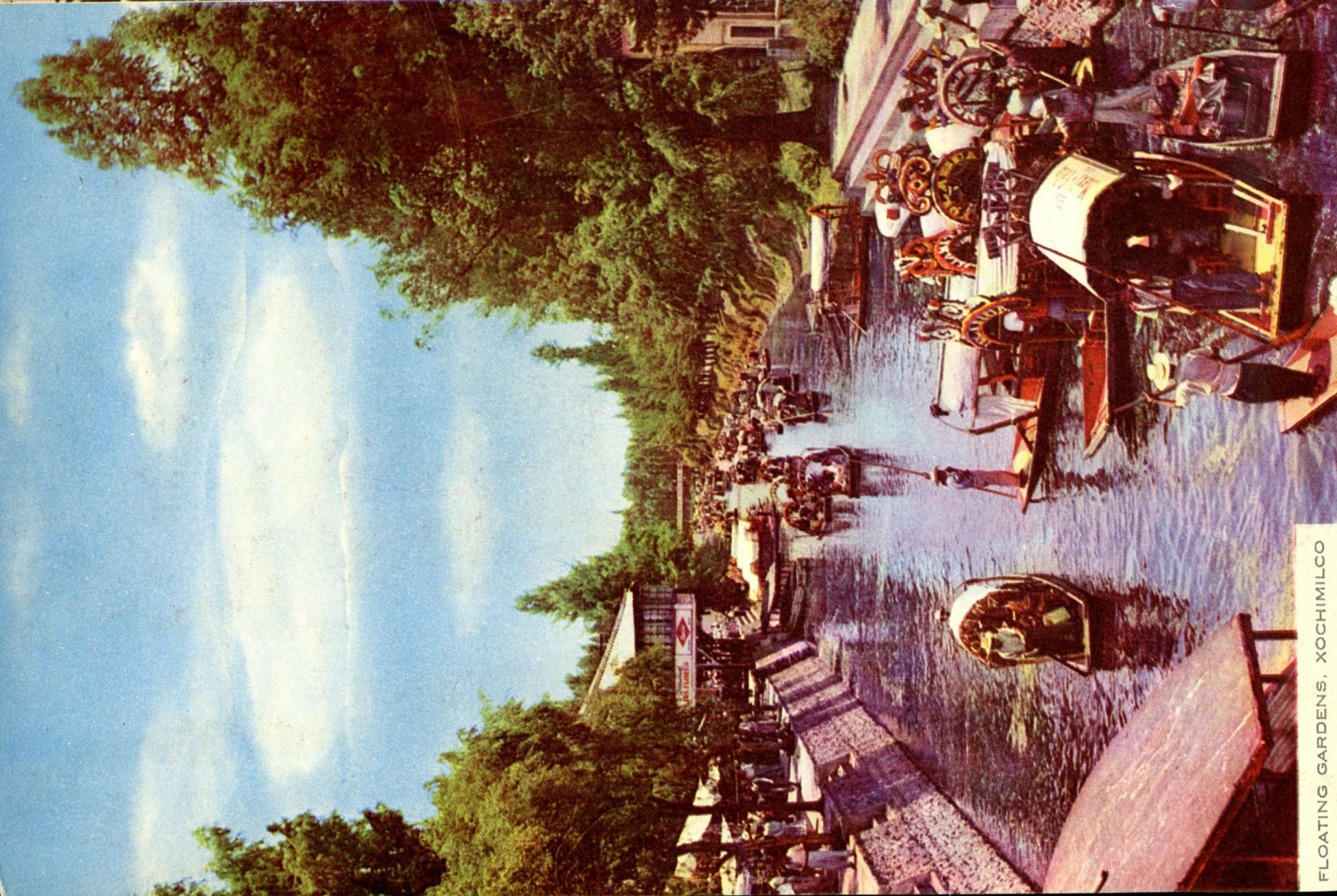


INDA
OPERA
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AL 11 DE OCTUBRE
BALLET CONCIERTO DE MEXICO
AUDITORIO NAL. DEPT. MEX.

PALACE OF FINE ARTS. MEXICO



FLOATING GARDENS, XOCHIMILCO



FLOATING GARDENS, XOCHIMILCO



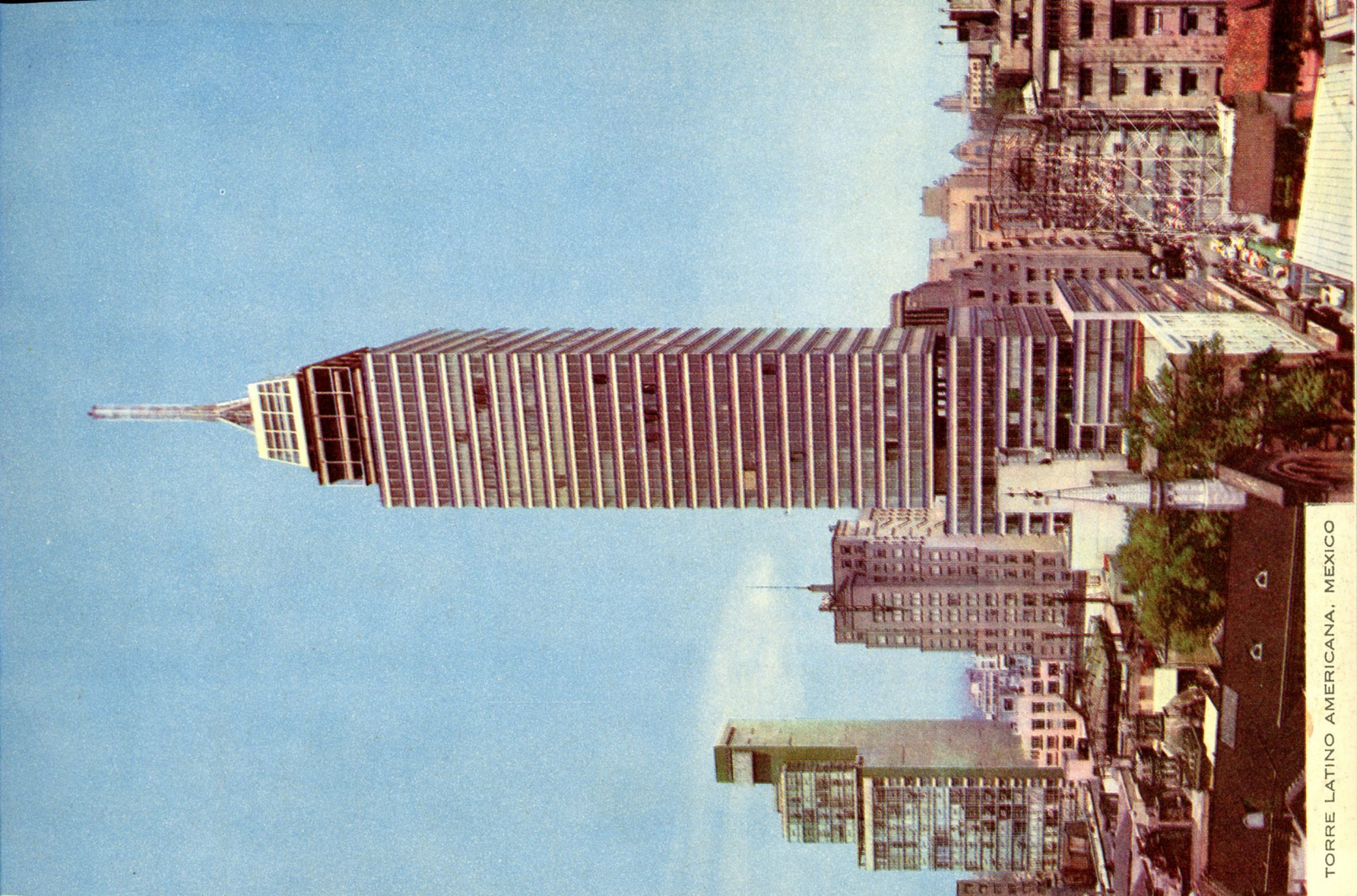
BULL FIGHTING IN MEXICO



PALACE OF FINE ARTS, MEXICO



JUAREZ AVENUE, MEXICO



TORRE LATINO AMERICANA, MEXICO



HIDRAULIC BUILDING, MEXICO



THE LATIN TOWER, MEXICO CITY

IT IS A GREAT HONOR FOR EDITORIAL MEXICO, S. A. TO ANNOUNCE THEIR NEW LINE OF UNIVERSAL GREETING CARDS BY ALEJANDRO RANGEL HIDALGO "ANGELS OF THIS WORLD" 12-CIVILIZATIONS OF FOLKLORE, BIRDS, FLOWERS AND CERAMICS WITH DESCRIPTIVE TEXT BY DR. JUSTINO FERNANDEZ, DIRECTOR OF INSTITUTO DE INVESTIGACIONES ESTETICAS AT THE NATIONAL UNIVERSITY OF MEXICO. THE MOST ARTISTIC, EXCLUSIVE AND INTERESTING GREETING CARDS EVER PUBLISHED. ON SALE AT THE LEADING STORES ALL OVER THE WORLD. FOR FURTHER INFORMATION WRITE TO: EDITORIAL MEXICO, S. A. APARTADO POSTAL 2071. MEXICO, D. F.

